

UNIVERSITY MISSOURIAN

(Tuesday, June 1, 1915)

CHARACTERS IN ADVERTISING.

That advertising has become literature—and very popular literature—was shown at the carnival at the Methodist Church recently when each guest at the entertainment was dressed to represent a familiar character found in the advertisements of American newspapers and magazines.

Not long ago it was said that ads were not read. Today the catch lines of some ads have become bywords in American homes. Advertising was once thought to be a luxury only indulged in by firms that had acquired wealth by more or less questionable means. Today advertising is an institution as powerful in the hands of a thorough advertising man as the press itself.

THE PAN-AMERICAN CONFERENCE

An important business development brought about for the United States by the European War was the Pan-American financial conference, held in Washington, D. C., recently. In this gathering, the United States' delegates and representatives of eighteen South and Central American countries met to establish closer commercial and financial relations.

Business men of this nation have been talking for many years about promoting greater sympathy and understanding between ourselves and the other nations of this hemisphere. We have sent commercial missionaries and political emissaries to aid in creating this spirit, to the obvious mutual advantage of building up our trade intercourse. The Pan-American Union resulted. But progress has been slow for many reasons, the main difficulty being that the other nations of this hemisphere could not quite fathom the attitude of the United States, fearing very probably a "dog in the manger."

But there have been many ways in which these nations to the south of us have been taught that we have a paternal love for them, that there is no reason for their distrust. The European struggle has given us the last and surest practical opportunity to prove our position and to give actual effect to the idea underlying the Pan-American Union. So when conditions abroad forced South American countries to make new trade alliances they sought the business men of the United States, the logical place for them to go. But had not our national policy evidenced "clean hands and a pure heart toward all the nations of earth," they surely would have hesitated and probably would have ignored us. But on such a basis, the meeting should result in a greater and a united western hemisphere, with no other policy than that of growth and friendship.

JOURNALISTS GIVE THEIR PLAY Events of School Year Shown in "Passing Show of 1915."

Events of the past year around the University as seen by the students in the School of Journalism were portrayed this morning in their play, "The Passing Show of 1915." Despite the fact that the program bore the words "passed by the Board of Curators and recommended by the English department" the Journalists took their fling as they pleased.

The opening scene showed Prof. F. L. Martin in Japan wishing he knew what was happening in Columbia. After he takes a magic powder the events of the year passed before him. A scene portraying the State Legislature in session was the biggest hit of the play.

The Yellow Extra edition of the University Missourian had a big sale after the play. The Extra starts on the front page by having war declared by the United States on the whole world and continues through the twelve pages showing journalism as it should not be.

Parker With California Ad Company.
Thomas E. Parker, who was graduated from the School of Journalism in 1912, has accepted a position with the Berg Advertising Agency of Fresno, Cal. Since leaving school Mr. Parker has been engaged in publicity work in his home town, Webb City, Mo.

Phi Alpha Delta Installs Officers.
Officers of the Phi Alpha Delta, an honorary fraternity in the School of Law of the University were installed today. They are: Fred R. Deaton, Lue C. Lozier, George H. Charnowitz, Rollin W. Rodgers and Homer Lyle.

POLITICAL SUBJECTS IN STEPHENS CONTEST

Present-Day Movements Discussed by Seven Competing for Medal.

LONGWELL WINNER

Progressivism, Suffrage, Preferential Ballot, and the Law Among Topics.

Chester R. Longwell of Columbia, whose subject was "The Future of Progressivism," was awarded first prize in the Stephens oratorical contest held at the University Auditorium yesterday afternoon. Seven were entered in the contest. The prize was a gold medal, purchased with the annual interest on \$500 as directed by the donor, the late James L. Stephens of Columbia. The judges were the Rev. C. C. Grimes, N. T. Gentry and J. B. Powell.

The orations were of a political nature. "The Burden of the Ballot" was the subject chosen by Charles A. Chase of California. Mo. Paul H. Arthur of Columbia spoke on "The Restriction of Immigration." "The Law's Delay" was the subject of Allison Reppy of Hillsboro, Mo. Murrell H. Thornton of Columbia discussed "Government by Public Opinion." David E. Hudson of Montgomery City chose "Women and Politics," and Harry K. Poindexter of Kansas City spoke on "Proportional Representation."

For Woman Suffrage.

"If only one woman in a thousand voted, said Mr. Hudson, who was the first speaker, "all would gain by the privilege."

He discussed the equal suffrage movement, saying that it was the first protest against an assumed power, and that all assumed powers were usurpation.

Mr. Thornton predicted great progress in democracy with the spread of civilization and knowledge, and a resulting greater cleanliness in the lives of public men.

"The cherished theory of our government is not a failure. The foundation and framework of the present structure is good," said Mr. Longwell. "This hope of a future of progressivism lies in the growing intelligence of the average citizen. But there is a waste of substance and of human life that is a menace to humanity."

Paul H. Arthur based his plea for the restriction of immigration on the ground of the changing character of immigrants. Immigrants were necessary in the early settlement of vacant lands, he said, but they were no longer needed. He pointed out their part in the failure of municipal government because of their ignorantly supporting boss rule.

Suggests Preferential Ballot.

The speech of Mr. Poindexter advocated the preferential ballot or some other form of voting that would prevent gerrymandering and insure majority rule.

Mr. Reppy, who spoke on "The Law's Delay," advocated a suppression of crime by swiftness of conviction and execution. He said the average man, rather than endure the delays of legal procedure, fails to ask for justice, and that the rich man has so great an advantage in being able to appeal his cases that it might almost be said that justice is bought and sold.

"The Burden of the Ballot," by Mr. Chase, was a plea for greater simplicity in the ballot system of election. He said that party organization was in control and that ballot nomination had only become the complicated tool of the political expert.

While the decision of the judges was being made the Nelson C. Field prize poem this year, "An Ode to Democracy," was read by the author, Walter C. Martin of Lamar, Mo.

Notice.

I will open my dining room at 600 S. 9th street, April 15. Rate \$3.00 per week. Phone 1104 White.
Mrs. B. F. Bryant. K-1f.

UNIVERSITY MISSOURIAN

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JOHN W. JEWELL, Manager

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Grammar Under Fire.

Grammar seems to be an important matter with the New York Sun correspondents. Here is nearly half a column projected by the appearance of this sentence, which occurs in President Wilson's note to Germany: "His Majesty's Government feel satisfied that undue interference cannot with reason be imputed to them." Here are a plural verb and pronoun made to agree with the singular noun, government. The practice in this country is to use the singular verb and pronoun, but that practice is not in accord with the English custom, which the president adopted as being more diplomatic. So we see grammar, like the tariff question according to Gen. Hancock, is a local matter entirely.

Another man disputes the use of the word "enemy" as an adjective, but that objection is hard smitten by quotations from Shakespeare, as "this enemy town," and from Thomas Jefferson, who wrote, "Enemy goods are lawful prize." So the war is settling many things besides militarism.—Ohio State Journal.

Second hand clothing, shoes and hats wanted. Miller's 714 Walnut.

NELSON ALUMNI TOASTMASTER

Graduate of '05 Will Preside at Luncheon Thursday.

E. F. Nelson, '05, will be toastmaster at the alumni luncheon to be given in the reading room of the new Library Building immediately after the commencement exercises of Thursday. Mr. Nelson is in the state insurance department at Jefferson City.

The program of speakers includes: Joseph S. McIntyre, '99, St. Louis; C. F. Clayton, '15, Columbia; M. D. Watson, '07, New London; Ed. S. North, '05, Kansas City; Miss Myra Harris, '13, Bowling Green, and Allen Reynolds, '01, Carthage.

Walk to California on Honeymoon.

By United Press

CLEVELAND, June 1.—"Keystone" Sam Cole, 25, of Baltimore, an editor, and Lillian Graham, 23, of Pittsburgh, a telephone operator, are walking to California after a marriage here which threatened to be called off because Judge Gosline wouldn't split fifty-fifty on the marriage license fee. But the groom borrowed it from the marriage license clerk, and the ceremony took place.

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via WABASH

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